The Party Source
95 Riviera Drive
Bellevue, KY 41073

July 9, 2019

Dear [~ Name ~]:

Your business is very valuable to us, and, in recognition of the importance of this relationship, The Party Source has always taken precautions to protect the privacy and security of your personal information. Despite having employed such safeguards, however, we have recently become aware of a data security incident that may involve your personal information.

What Happened

On July 5, 2019, The Party Source learned that an unauthorized outside party gained access to its website and installed malicious code within the website that was able to access customers' personal information. While our investigation of the matter is not yet complete, we believe the malicious code was operating on the website from at least April 19, 2019 through July 5, 2019.

What Information Was Involved

The Party Source does not store payment information of its customers; however, we believe that the third party hackers may have had access to personal information of our customers when customers entered payment information into the order form on The Party Source website. Such information may include customers' names, addresses, phone numbers, email addresses, and payment information (including credit card numbers and security codes).

What We Are Doing

We immediately began investigating this incident as soon as we became aware of the matter on July 5, 2019, to understand the scope and details of the attack. We are currently working closely with a third-party technology firm to remove the malicious software and implement additional safeguards to our website to protect our customers' information.

What You Can Do

As a precautionary measure, we have listed steps you can take to help prevent identity theft. As a first step, we recommend you closely monitor your financial accounts and, if you see any unauthorized activity, promptly contact your financial institution. As a second step, you may also want to contact the three U.S. credit-reporting agencies to obtain a free credit report. You can do so by calling 1-877-322-8228 or by logging onto www.annualcreditreport.com. You may also want to consider placing a security freeze on your credit files. A freeze prevents an unauthorized person from using your personal information to open new accounts or borrow money in your name. Please be aware that if you do place a freeze, you will not be able to borrow money, obtain

instant credit, or get a new credit card until you temporarily lift or permanently remove the freeze.

Please see the attached "Information about Identity Theft Prevention" for more information.

For More Information

In the event you have any questions about this event and how it may affect you, including what payment information may have been disclosed, please reach out to Jon Stiles, Micah Dennison, Marty Holland, or Angi Goetz at 859-291-4007. We will continue to work to make our systems and your information more secure. We take this event very seriously and regret that it may have affected you in any way.

Sincerely,

Jon M. Stiles
President
The Party Source
859.291.4007

Information about Identity Theft Prevention

It is recommended that you remain vigilant for any incidents of fraud or identity theft by regularly reviewing credit card account statements, financial statements, and your credit report for unauthorized activity. You may obtain a free copy of your credit report every twelve months from the Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA, 30348-5281, 1-877-322-8228, or by accessing the website at www.annualcreditreport.com.

You can obtain information from the consumer reporting agencies, the **Federal Trade Commission (FTC)**, or your state Attorney General about steps you can take to prevent identity theft. You may report suspected identity theft to local law enforcement, the FTC, or your Attorney General. The FTC may be contacted at 1-877-438-4338, or at www.identitytheft.gov.

Fraud Alerts: There are also two types of fraud alerts that you can place on your credit report to put your creditors on notice that you may be a victim of fraud: an initial alert and an extended alert. You may ask that an initial fraud alert be placed on your credit report if you suspect you have been, or are about to be, a victim of identity theft. An initial fraud alert stays on your credit report for at least 90 days. You may have an extended alert placed on your credit report if you have already been a victim of identity theft with the appropriate documentary proof. An extended fraud alert stays on your credit report for seven years. You can place a fraud alert on your credit report by calling the toll-free fraud number of any of the three national consumer reporting agencies listed below.

Equifax: 1-800-525-6285, www.equifax.com
Experian: 1-888-397-3742, www.experian.com
TransUnion: 1-800-680-7289, www.transunion.com

Credit Freezes: You may have the right to put a credit freeze, also known as a security freeze, on your credit file, so that no new credit can be opened in your name without the use of a PIN number that is issued to you when you initiate a freeze. A credit freeze is designed to prevent potential credit grantors from accessing your credit report without your consent. If you place a credit freeze, potential creditors and other third parties will not be able to get access to your credit report unless you temporarily lift the freeze. Therefore, using a credit freeze may delay your ability to obtain credit. In addition, you may incur fees to place, lift and/or remove a credit freeze. Credit freeze laws vary from state to state. The cost of placing, temporarily lifting, and removing a credit freeze also varies by state, generally $5 to $20 per action at each credit reporting agency. *Unlike a fraud alert, you must separately place a credit freeze on your credit file at each credit reporting agency.* Since the instructions for how to establish a credit freeze differ from state to state, please contact the three major consumer reporting agencies as specified below to find out more information:

Equifax: P.O. Box 105788, Atlanta, GA 30348,
https://www.freeze.equifax.com/Freeze/jsp/SFF_PersonalIDInfo.jsp
Experian: Experian Security Freeze, P.O. Box 9554, Allen, TX 75013,
http://www.experian.com/consumer/security_freeze.html
TransUnion: P.O. Box 2000, Chester, PA, 19016,
https://freeze.transunion.com

You can obtain more information about fraud alerts and credit freezes by contacting the FTC or one of the national consumer reporting agencies listed above.